

FUELING NEW SALES FOR WOMAN-OWNED COMPANY

ABOUT BELL PERFORMANCE. Bell Performance develops and manufactures fuel additives that improve fuel performance. This woman-owned business that employs 13 is headquartered in Longwood, FL, and has a sales office in Casselberry, FL. Its key products are Dee-zol, a multi-function, multi-treatment for diesel fuel that helps remove water, provides extra power and added lubricity and reduces emissions while improving efficiency. Mix-I-Go does the same for gasoline and Ethanol Defense protects small engines from today's ethanol-infused gas blends. Key markets served are commercial and public fleets and stored fuel.

THE CHALLENGE. As part of GrowFL's work to support manufacturers through FloridaMakes, part of the MEP National Network™, GrowFL provided Bell Performance with assistance to verify and quantify a market opportunity calling for the launch of a new service division, and assistance with structuring it and promoting it.

MEP CENTER'S ROLE. Through targeted research and datasets, GrowFL helped Bell confirm a quantifiable, addressable and growing market opportunity for its proposed service division. Bell received the confirmation and confidence it needed to move forward with creating this new line of business. GrowFL also consulted with Bell to streamline its marketing activity to identify and focus on the activities with the largest ROI for this new market.

"The insights that they've provided and work they've done to help our team has made this venture successful. We're adding more jobs and expanding the reach of the service division as we continue to work with GrowFL. It's a difference of night and day. If we didn't have them working alongside us, we wouldn't be in nearly the good position we are right now. It would have taken a lot longer to figure out the pieces of this puzzle."

-Glenn Williams, President

RESULTS



2 new/retained jobs



\$250,000 increased/retained sales



Purchased new vehicles, equipment and supplies for new division



Focused marketing dollars instead of the larger planned expenditures

CONTACT US



800 North Magnolia Avenue
Suite 1850
Orlando, FL 32803



(407)450-7206



www.floridamakes.com

